

Satisfaction with GTE/Pacific Bell Response

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>When you have contacted GTE/Pacific Bell, were you —</i>											
Very satisfied	79	68	82	79	86	77	56	51	50	68	82
Somewhat satisfied	12	19	10	13	7	16	18	27	15	12	7
Somewhat dissatisfied	2	4	1	2	1	*	4	4	6	3	1
Very dissatisfied	2	3	1	1	2	1	1	1	2	1	1
% Dissatisfied	3	6	2	3	3	2	6	5	8	3	3
% Less than very satisfied	15	26	13	15	10	18	24	32	24	15	9
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Source: Q.13(C)

* Less than 0.5%

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Satisfaction with GTE/Pacific Bell Response

Table 5.16

Highlights

By language dependency:

Hispanics: 91% of LD Hispanics vs. 80% of NLD Hispanics are "very satisfied".

Chinese: No differences are seen between LD Chinese and NLD Chinese: 52% and 49% respectively are "very satisfied".

Korean LDs: Similar to Chinese LDs: 50% are "very satisfied".

Vietnamese LDs: Higher satisfaction than among Korean LDs or Chinese LDs: 69% "very satisfied" vs. 50% and 52% respectively.

All three Asian LD groups report fewer "very satisfieDs" than do LD Hispanics.

Satisfaction with GTE/Pacific Bell Response

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>When you have contacted GTE/Pacific Bell, were you —</i>										
Very satisfied	91	80	58	51	52	49	50	59	69	58
Somewhat satisfied	4	11	16	29	25	28	15	29	11	33
Somewhat dissatisfied	1	1	4	3	4	3	6	-	3	-
Very dissatisfied	1	3	1	1	1	2	2	-	1	-
% Dissatisfied	2	4	6	4	5	5	9	-	3	-
% Less than very satisfied	6	14	22	33	31	33	23	29	15	33
Base	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)

Source: Q.13(C)

Field Research Corporation

Satisfaction with GTE/Pacific Bell Response

Table 5.17

Highlights

By ULTS Subscribers vs. Qualify for ULTS but Do Not Have:

Those who qualify for ULTS but don't have it have about the same high level of satisfaction with the response of the phone company as do those who have ULTS.

Satisfaction with GTE/Pacific Bell Response

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Quality ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>When you have contacted GTE/Pacific Bell, were you —</i>									
Very satisfied	79	68	82	84	78	85	80	76	81
Somewhat satisfied	12	19	10	10	14	10	13	14	13
Somewhat dissatisfied	2	4	1	2	3	1	1	3	1
Very dissatisfied	2	3	1	1	2	1	1	3	1
% Dissatisfied	3	6	2	3	5	2	2	6	1
% Less than very satisfied	15	26	13	13	19	12	16	20	14
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Source: Q.13(C)

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Reasons for Feeling Less than Very Satisfied with Response

Table 5.18

All those who were less than "very satisfied" were asked why they were dissatisfied.

Responses are shown opposite.

Highlights

The two most often mentioned reasons for dissatisfaction are: complaints about the service representatives, e.g. rude, pushy, not helpful (20%) and taking too long to fix the problem (23%). Next in order of mention are: on hold too long/transferred around (15%), billing/payment problems (11%), comments about surcharges and/or rates (8%), complaints that the phone company had made a mistake of some kind (8%) and disliking computers (5%).

About one in five (21%) of those who rated the company's response less than very satisfactory could not offer any specific complaint or dissatisfaction.

By company: The rank order of concerns is about the same for both companies.

By ethnicity/race: Blacks are notably more likely than others to cite complaints about the service representatives: 39% of those dissatisfied cite this as a reason (vs. 20% overall). Koreans are also more likely than others to complain about the service representatives: 39%. 37% of the Chinese and 32% of the Vietnamese customers who rated the phone company's response less than very satisfactory did not cite any specific complaints.

Low Income Seniors: Low income seniors are less likely than customers in total to cite that the phone company took too long to fix a problem (5% vs. 23%). They are more likely to cite dissatisfaction that the contact was impersonal or distaste for the computer (21% vs. 5% for customers in total).

Reasons for Feeling Less than Very Satisfied with Response

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
% Less than very satisfied (a)	15	26	13	15	10	18	24	32	24	15	9

***Among this group, reason(s)
given for dissatisfaction
(volunteered) —***

Took too long to fix problem	23	20	24	26	21	13	4	4	1	6	5
Reps rude, pushy, not helpful	20	21	20	18	21	39	19	12	39	4	18
On hold/transferred around	15	16	14	12	19	26	18	16	18	23	23
Billing/payment problems	11	18	8	12	12	10	13	14	10	17	21
Phone co. made mistake	8	9	7	9	4	9	3	4	1	2	8
Surcharges/rates (any)	8	11	7	8	9	5	12	14	11	11	13
Impersonal; dislike computers	5	4	5	4	9	3	1	3	-	-	21
No particular reason given	21	18	23	19	22	10	31	37	21	32	18
Base	(461)	(296)	(165)	(241)	(90)	(78)	(219)	(100)	(72)	(47)	(39)

Only mentions of more than 5% of customers are shown.

Source: Q.14(C)

(a) All customers were assumed to have contacted the phone company.

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Reasons for Feeling Less than Very Satisfied with Response

Table 5.19

Highlights

By language dependency:

Hispanics: LD Hispanics are slightly more likely than NLD Hispanics to complain about the service representatives and to cite billing or payment problems. NLD Hispanics are more likely to say it took too long to fix the problem.

Chinese: 44 % of the LD Chinese who rated the phone company's response less than very satisfactory offered no specific complaint (as compared to 28 % among NLD Chinese). When they offered complaints, they had to do mostly with the service representatives, billing/payment problems and the surcharges/rates.

Most Korean and Vietnamese customers are classified as language dependent (i.e. chose to be interviewed in their native language); thus it is not possible to examine language dependency as a variable within either of these groups.

NOTE: Few customers report feeling less than very satisfied. Therefore, base sizes are very small on this measure and caution in interpreting the data is urged.

Reasons for Feeling Less than Very Satisfied with Response

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
% Less than very satisfied (a)	6	14	22	33	31	33	23	29	15	33

***Among this group, reason(s)
given for dissatisfaction
(volunteered) —***

Reps rude, pushy, not helpful	33	17	21	14	14	9	39	40	2	25
Took too long to fix problem	2	28	3	6	4	5	-	20	7	-
On hold/transferred around	24	17	16	25	9	26	18	20	23	25
Billing/payment problems	22	8	11	21	11	19	9	20	14	50
Phone co. made mistake	1	5	1	8	-	9	2	-	2	-
Surcharges/rates (any)	12	8	13	10	16	12	12	-	12	-
Impersonal; dislike computers	8	9	-	6	-	7	-	-	-	-
No particular reason given	21	23	33	23	44	28	22	-	35	-
Base	(37)	(53)	(167)	(52)	(57)	(43)	(67)	(5)	(43)	(4)

Only mentions of more than 5% of customers are shown.

Source: Q.14(C)

(a) All customers were assumed to have contacted the phone company.

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Extent to Which Felt Pressured into Buying

Table 5.20

All customers were asked a series of questions to measure the extent to which they feel they have been pressured into buying telephone services that they did not really feel they needed or wanted.

NOTE: Field Research Corporation conducts a quarterly "Service Order Monitor" study for Pacific Bell. The study was mandated by the California Public Utilities Commission. Monthly telephone interviews are conducted with large samples of customers who have any "change order activity". Interviews are conducted within about one week of the time the customer contacted the phone company. That study has established 2.3% as the systemwide benchmark for a positive response to the so-called "pressure question".

Highlights

3% of the customers interviewed say that they have felt pressured into signing up for some type of service that they did not really feel they needed or wanted. This is not statistically different from the 2.3% benchmark established in the Service Order Monitor (see above).

Only 1% say they ended up getting that service and virtually none of them has requested it be removed or stopped despite their apparent awareness that they have something they did not really feel they needed or wanted.

By company: Both companies show 3% saying they have been pressured.

By ethnicity: Whites and Koreans are the most likely to say they have been pressured: 4%. Hispanics and Vietnamese are the least likely to: 1% each.

Extent to Which Felt Pressured into Buying

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<i>When calling the phone co., percent who say they —</i>											
Felt pressured (a)	3	3	3	4	1	3	2	3	4	1	3
Happened —											
Less than 3 mos ago	1	1	1	1	*	1	*	1	*	*	1
Within 3-12 mos	1	1	1	1	*	*	1	*	2	*	1
More than 12 mos ago	1	1	1	1	*	*	1	1	1	*	1
End up getting it?											
No	2	1	2	3	*	*	1	1	3	*	2
Yes	1	1	1	1	*	1	1	1	1	1	1
Requested it be stopped/ removed?											
No	1	1	1	1	-	*	1	1	1	*	-
Yes	*	1	*	*	*	1	*	1	-	*	1
Did not feel pressured	96	97	96	95	99	97	96	96	96	96	97
Not reported	1	1	1	1	1	1	2	2	-	3	1
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

(a) into signing up for some type of service that you did not really feel you needed or wanted.
Source: Q.15, 16, 17, 18(C)

* Less than 0.5%

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Perception(s) of Special Requirements to Get Telephone Service

Table 5.21

Customers were read a list of items and asked if they thought each was required in order to get telephone service.

Responses are shown opposite.

Highlights

First, it should be noted that the majority of customers do NOT think the items read are needed to get telephone service.

However, there are substantial minorities who think some of these are needed, e.g. 30% think one needs a Social Security Card and 29% think one needs a good credit rating. Still, 70% and 71% respectively do NOT think these are required.

Roughly one in five thinks one needs a California Driver's License (18%) and a similar percentage (22%) think one needs a job.

Almost one in ten (9%) thinks one needs to be a U.S. citizen to get telephone service.

By company: GTE customers are more likely than Pacific Bell's to think one needs a California Driver's License (22% vs. 17%); there are no differences on the other items by company.

By ethnicity/race: Hispanics, Blacks and Asians are all more likely than Whites to think a Social Security Card is a requirement: 51%, 49% and 41% vs. 21% respectively. They are also more likely than Whites to think a California Driver's License is required: 33%, 36% and 28% vs. 11% among Whites. Only relatively small groups of Hispanics or Asians think one needs to be a U.S. citizen, and they are no more likely to think this than Whites. (Blacks are the most likely of all to think U.S. citizenship is a requirement: 18%)

Hispanics and Asians are as likely as Whites to think one needs a good credit rating (29%-30%); Blacks are slightly less likely than others to think this is a requirement (23%). Hispanics have the highest proportion who think there is an income level requirement: 24%.

Low Income Seniors: Low income seniors are more like Whites than Hispanics, Blacks or Asians with respect to thinking that one needs a Social Security Card and/or a California Driver's License.

Perception(s) of Special Requirements to Get Telephone Service

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>% believe you NEED this to get phone service (read list) —</i>											
Social Security Card	30	33	30	21	51	49	41	33	50	41	25
Good credit rating	29	27	29	29	30	23	29	27	39	21	32
A job	22	22	23	15	45	26	18	18	20	17	13
Calif. Driver's License	18	22	17	11	33	36	28	23	35	25	14
Certain income level	9	8	10	5	24	6	14	10	21	13	9
U.S. citizen	9	9	9	9	8	18	4	5	3	5	14
Bank account	7	9	7	8	7	3	17	15	26	9	7
Need: SS/DL/Citizen	39	42	39	30	61	61	49	40	58	48	37
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Perception(s) of Special Requirements to Get Telephone Service

Table 5.22

Highlights

By language dependency:

LD Hispanics are MORE likely than NLD Hispanics to think one needs a Social Security Card (63 % vs. 39 %), to think one needs a job (61 % vs. 30 %), to think one needs a California Driver's License (36 % vs. 29 %) and/or to think one needs a certain income level (33 % vs. 15 %). LD Hispanics are less likely than NLD Hispanics to think U.S. citizenship is a requirement (6 % vs. 11 %). They are no more likely to think one needs a good credit rating or a bank account.

Language dependency has a different effect among Chinese customers: LD Chinese as compared to NLD Chinese are LESS likely to think one needs a Social Security Card (27 % vs. 41 %), a job (12 % vs. 25 %), a California Driver's License (slight difference: 20 % vs. 28 %) or U.S. citizenship (1 % vs. 11 %).

Since most of the Korean and Vietnamese customers are classified as language dependent, it is not possible to view language dependency as a variable among each group. However, it can be seen that LD Koreans and LD Vietnamese are more likely than LD Chinese customers to think one needs a Social Security Card -- more like LD Hispanics in this respect. LD Koreans are more likely than others to think one needs a good credit rating (39 %), and/or a bank account (26 %).

The language dependent Asian groups are notably less likely than LD Hispanics to think one needs a job.

Perception(s) of Special Requirements to Get Telephone Service

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>% believe you NEED this to get phone service (read list) —</i>										
Social Security Card	63	39	41	41	27	41	50	53	42	25
Good credit rating	30	30	28	32	25	30	39	47	20	33
A job	61	30	17	26	12	25	20	24	16	33
Calif. Driver's License	36	29	27	31	20	28	35	41	24	58
Certain income level	33	15	15	9	10	9	22	6	13	17
U.S. citizen	6	11	3	12	1	11	1	24	5	8
Bank account	7	7	15	22	10	21	26	29	9	17
Need: SS/DL/Citizen	71	51	49	49	36	46	58	65	47	58
Base	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)

Perception(s) of Special Requirements to Get Telephone Service

Table 5.23

Highlights

By ULTS Subscribers vs. Qualify for ULTS but Do Not Have:

Those who have ULTS as compared to those who qualify for it but do not have it are

...more likely to think one needs

a Social Security Card (49% vs. 38%)

a certain income level (20% vs. 13%)

...but no more likely to think one needs

a job (33% vs. 29%)

a good credit rating (29% vs. 27%)

a California Driver's License (29% vs. 29%)

U.S. citizenship (15% vs. 13%)

a bank account (6% vs. 4%)

Perception(s) of Special Requirements to Get Telephone Service

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Qualify ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>% believe you NEED this to get phone service (read list) —</i>									
Social Security Card	30	33	30	49	51	49	38	54	32
Good credit rating	29	27	29	29	26	29	27	26	28
A job	22	22	23	33	26	34	29	31	28
Calif. Driver's License	18	22	17	29	35	28	29	36	27
Certain income level	9	8	10	20	15	21	13	15	13
U.S. citizen	9	9	9	15	11	16	13	12	13
Bank account	7	9	7	6	5	7	4	9	2
Need: SS/DL/Citizen	39	42	39	60	62	60	51	63	47
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Source: Q.30(C)

Field Research Corporation

Chapter 6.0 Preferences for Telephone Bill Paying

Examines:

How customers currently pay their telephone bill

How they would prefer to pay it

How customers pay other utility bills

Preferences for Paying Telephone Bill

All Customers											
	Total	GTE	PB	White	Hisp	Black	Asian				Low inc senior
	%	%	%	%	%	%	Tot	Chin	Kor	Viet	%
Currently pay — (list read)											
By mail	79	80	78	88	50	65	92	91	98	87	79
In person	22	21	22	11	52	38	7	8	1	11	20
Other	1	*	1	1	*	2	1	1	-	1	1
Base (a)	(2609)	(1291)	(1318)	(1273)	(763)	(374)	(915)	(307)	(304)	(304)	(424)
Where prefer to pay — (list read)											
By mail	77	79	77	87	49	62	90	88	97	86	77
Go to phone company	16	13	17	7	40	29	8	10	3	10	16
Other	6	8	6	6	10	8	2	1	1	3	6
Go elsewhere (b)	5	7	4	4	9	5	1	*	-	2	4
How prefer to pay — (list read)											
By check	76	80	76	87	47	59	85	85	90	80	78
In cash	12	11	13	5	37	19	6	7	2	10	13
By money order	5	3	5	2	11	15	2	*	-	5	6
By phone	3	2	3	3	3	2	3	3	3	2	2
With credit card	1	3	1	2	*	1	3	4	4	*	1
Other	1	1	1	2	*	1	1	1	1	*	*
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

(a) Only those who said in Q 917 that they pay their own phone bill were asked this question

(b) e.g. to other payment center, retail outlet or drop offs

* Less than 0.5%

Source: Qs. 7, 917, 918

Field Research Corporation

Preferences for Paying Telephone Bill

Table 6.1

Customers were asked how they currently pay various types of utility bills, including telephone bills. They were also asked how they would PREFER to pay their telephone bills.

Highlights

While 79% of all residential customers pay their telephone bills by mail, more than one in five pays in person (22%).

Slightly more than half of Hispanic customers (52%) and almost two in five Black customers (38%) say they pay in person. Chinese, Korean and Vietnamese customers typically pay by mail as do White customers.

Payment Preferences: When asked how they would prefer to pay their telephone bill, it appears that most who now pay by mail want to continue doing so (see close correspondence in percentages paying by mail and preferring to pay that way).

Almost one in six (16%) prefers to go to the phone company to pay the bill. There are a few, however, who would prefer to go to some type of payment center, e.g. a retail outlet or bill drop-off point: 9% of Hispanics prefer this, 5% of Blacks and 4% of Whites.¹

Among all residential customers, there is a strong preference for paying by check: 76%. However, this too, varies considerably by ethnic/racial group:

White customers as well as Asian customers typically want to pay by check: 87% Whites, 85% Asians.

Hispanics, on the other hand, want to pay in cash (37%) or by money order (11%) as often as by check (47%).

Some Blacks also express a preference for paying in cash (19%) or by money order (15%).

Most low income seniors want to pay by check (78%), although 13% express a preference for cash and 6% for money orders.

¹These comments were volunteered by the respondents when asked if they preferred to pay by mail or go to the phone company in person.

How Pay Utility Bills

All Customers

% of those who pay this
who pay —

By Mail

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u> <u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>Low inc</u> <u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
Telephone	79	80	78	88	50	65	92	91	98	87	79
Water	80	81	80	88	53	69	95	94	98	90	66
Electricity	79	80	79	87	55	68	92	92	98	86	73
Natural gas	80	83	79	88	55	66	92	91	99	87	71
Cable TV	88	89	87	92	72	77	97	98	100	94	81

In Person

Telephone	22	21	22	11	52	38	7	8	1	11	20
Water	20	20	19	12	47	32	5	4	2	8	34
Electricity	20	20	21	12	45	36	7	7	1	11	27
Natural gas	20	17	21	12	46	38	7	8	1	11	27
Cable TV	13	12	13	8	28	28	2	1	-	5	20

Base (ranges)

(1368-2609) (682-1291) (671-1318) (743-1273) (271-763) (148-374) (328-915) (168-307) (82-304) (78-304) (205-424)

Source: Q.917, 918

Field Research Corporation

How Pay Other Utility Bills

Table 6.2

Highlights

In general, customers pay their telephone bill the same way (mail vs. in person) as they pay other utility bills.

About as many customers pay their other utility bills in person as pay their telephone bill in person; however, notably fewer pay their cable TV bill in person.

APPENDIX A
Survey Method

Survey Method: Non-Customer and Customer Surveys

Overview

In response to an Ordering Paragraph from the California Public Utilities Commission, GTE and Pacific Bell commissioned Field Research Corporation to conduct a study on the affordability of telephone service.

The objectives of the research, stated broadly were:

1. To determine the reasons for having and not having telephone service including such things as the role of price, knowledge/awareness of services and their costs, perceived need for telephone service, past experiences with telephone service/telephone companies, and a number of other factors that could act as deterrents to having phone service.
2. To explore perceptions of the affordability of telephone service including such things as: knowledge/understanding of prices, perceived affordability based on perceptions of cost, awareness of availability of Universal Lifeline Telephone Service, perceived affordability of that service, and interest in having that service.
3. To provide a means by which telephone penetration rates, particularly among certain identified minorities of interest, could be monitored over time.

Given this broad framework, Field Research Corporation recommended two studies be conducted:

1. A survey among non-customers (Non-Customer Survey)
2. A survey among various groups of customers (Customer Survey)

The findings from these surveys are reported in three volumes:

- Volume 1: Survey among Non-Customers to Explore Perceived Affordability of Telephone Service and Reasons for Not Having Telephone Service
- Volume 2: Survey among Customers to Explore Perceived Affordability of Telephone Service among Key Groups of Customers
- Volume 3: Affordability Study: Technical Appendix

For convenience, each volume includes this detailed description of the survey method for both the Non-Customer and Customer Surveys.

The survey method is divided into several sections:

- A. Background and Questionnaire Development
- B. Non-Customer Survey Method
- C. Customer Survey Method
- D. Reliability of the Findings

A. Background and Questionnaire Development

In 1992, the California Public Utilities Commission (CPUC) issued an Ordering Paragraph as follows:

"Pacific Bell and GTE-C shall, in conjunction with DRA, conduct a study of telephone service affordability and allow DRA to participate if it so desires."

According to GTE and Pacific Bell, during 1992, two separate committees were formed to develop the informational needs and research objectives for this study: (1) The Affordability Study Workshop Team -- from within GTE and Pacific Bell and composed of representatives from Marketing, Marketing Research, Regulatory, Quality Management, External Affairs and the Legal Group. (The Legal Group is, in part, responsible for compliance to the ordering paragraph.) (2) The Affordability Study Forum -- made up of representatives from various consumer and community advocacy groups, CPUC, and Pacific Bell and GTE representatives.

Following extensive working sessions with both committees, the objectives were defined and a Request for Proposal was issued. Field Research Corporation was selected to conduct the research.

Questionnaire Development

Using the objectives set forth in the RFP, a preliminary draft of the Non-Customer questionnaires was developed and submitted to GTE and Pacific Bell for review and comment.